



A veritable fairyland of lights, Luna Park, that playground of mirth and magic at Coney Island, opened last week for the season's entertainment of its daily hordes of visitors. There's everything here that the mind of ingenious man can invent for pleasure, from gondoliering through marvellous scenery to a thrilling ride in an honest-to-goodness caterpillar tank.

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NEW YORK

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The Belleclaire Hotel and the Belleclaire Golf and Country Club—both under the same ownership and management—are partners in rendering service of the highest quality to their patrons.

As one of the most important features of a comfortable and inviting Golf and Country Club is serving good meals, the Hotel Belleclaire, which has won a splendid reputation for good cooking, has taken over the culinary department of the club, which is assurance that its members will have the best of everything in the eating line.

A great many improvements have been made to the Club house. They have given it a touch of comfort and convenience and refinement which members, particularly the ladies, say makes the Club house one of the most charming they have ever been in—North, South, East or West.

The full quota of members has not yet been filled, and won't be for some little time yet, because of the care with which membership cards are issued.

The financial rating of a member is not the essential thing. It goes without saying that men and women will not seek membership in a country club unless they can afford it.

The things that count most in choosing members of the Belleclaire Golf and Country Club are:

Is the man or woman naturally agreeable and sociable and democratic and of good reputation—one with whom all members will be glad to associate, to dance, to dine, to play golf or tennis with?

The Belleclaire Golf and Country Club wants a maximum of 300 golfers—men and women—150 motorists—men and women—50 tennis players—men and women.

But on days other than holidays, Saturdays and Sundays the management will be glad to accord privileges to golf organizations of business men for their one-day tournaments.

Address:
Robert D. Blackman,
President.
Hotel Belleclaire,
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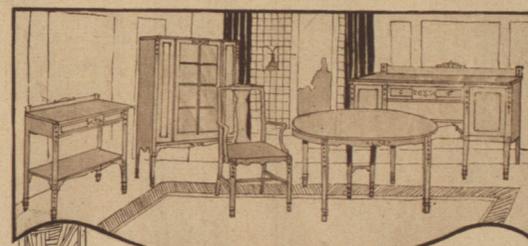
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